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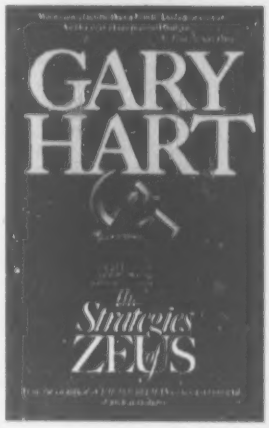

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U.S. Exports, Imports, UNESCO Reports: 1986 Figures

BY CHANDLER B. GRANNIS

With recorded U.S. book exports of $604 million against imports of over $701 million, the year 1986 was the first in several generations to show an unfavorable international balance of trade for American book publishers, according to the U.S. Department of Commerce. The ratio of exports to imports in 1986 was 46 to 54; in 1982 it had been 67 to 23.

During the first five months of 1987, however, import and export figures have both turned upward—to the point, in fact, where exports exceeded imports slightly. "By the end of the year, there still may be a negative balance, but the gap should be narrowed," William S. Lofquist, book-and-periodicals specialist at the department's International Trade Administration, suggested in a telephone interview with *PW*.

Export sales totals were dropping year by year in the days of "the strong dollar" and, in 1985, were 8.9% below 1984, while imports increased by 14.8%. In 1986, exports increased slightly—by 2.2%—but imports zoomed by 14.3%. By the end of this year, Lofquist feels, the figures should come closer together if current trends prevail.

The two factors now affecting the trends, Lofquist points out, are possibly in conflict: the continuing fall in the value of the dollar in relation to other currencies, which encourages U.S. sales abroad, and the demise of the manufacturing clause in the U.S. copyright law, which removes the threat of copyright loss for U.S.–published books manufactured in other countries. (The possible effects of the manufacturing clause change—which may or may not prove important—were thoroughly examined by Jerome P. Frank in *PW*, July 3.)

The first four tables with this article, A through D, have been constructed from data supplied by Lofquist in the form of raw printouts. Table A, exports, shows shipments valued over $500; Table B, imports, reports shipments valued over $250. Totals for the shipments of lower value can only be a matter of speculation.

From the same printouts, *PW* has extracted figures on exports to principal markets, by country (Table C). Imports from principal sources, by country, are given in Table D. The latter includes books produced abroad for publishers in the U.S.

Table E, book-title output by principal countries, is compiled by

TABLE A

1985–1986 U.S. BOOK EXPORTS
Shipments Valued over $500

	$ 1985	$ 1986	% CHG.	1985 UNITS	1986 UNITS	% CHG.
Bibles, Testaments & Other Religious Books (2703020)	$ $30,229,735	$33,874,307	+12.1	39,266,888	46,275,876	+17.8
Dictionaries & Thesauruses (2703040)	4,284,676	4,725,970	+10.3	694,651	742,196	+6.8
Encyclopedias (2703060)	26,888,675	32,356,436	+20.3	4,953,897	5,536,458	+11.8
Textbooks, Workbooks & Standardized Tests (2703070)	107,413,027	112,377,028	+4.6	17,774,326	16,347.662	-8.6
Technical, Scientific & Professional Books (2703080)	140,460,968	156,555,078	+11.5	29,149,797	29,857,731	+2.4
Paperbound Mass Market Books (2704020)	46,567,173	40,898,773	-12.2	36,565,112	33,299,603	-8.9
Books Not Specially Provided for (2704040)	220,935,095	210,787,351	-4.6	89,167,869	87,205,160	-2.0
Children's Picture & Coloring Books (7375200)	9,323,953	7,555,664	-19.0	–	–	–
TOTAL EXPORTS	**$591,166,181**	**$604,033,069**	+2.2	–	–	–

SOURCE for Tables A, B and C: Department of Commerce; compiled by the writer from printouts supplied by William S. Lofquist, Industry Specialist (Printing and Publishing), International Trade Administration

PW from one of the many tabulations in the annual *UNESCO Statistical Yearbook*, except the U.S. figures, which are derived by Bowker data services.

For some years, the U.S. title figures were augmented by annual totals of U.S. Government Printing Office book output and a count of university theses; these reports are not now available. It should be noted, however, that the U.S. figures given here do include the books of all American university presses.

TABLE B

1985–1986 U.S. BOOK IMPORTS
Shipments Valued over $250

	$ 1985	$ 1986	% CHG.	1985 UNITS	1986 UNITS	% CHG.
Bibles, Prayerbooks (270520)	$9,781,475	$15,038,156	+53.7	8,840,492	12,859,531	+45.5
Books, Foreign Language (2702540)	33,483,433	37,738,941	+12.7	24,016,684	22,114,817	+7.9
Books, Not Specially Provided for, wholly or in part the work of an author who is a U.S. domiciliary (2702560)	16,036,054	26,128,615	+62.9	56,219,149	57,982,639	+3.1
Other Books (2702580)	491,852,127	607,969,899	+23.6	450,116,467	510,550,155	+13.4
Children's Picture & Coloring Books (7375200)	13,006,731	14,567,999	+12.0	–	–	–
TOTAL IMPORTS	$564,159,820	$701,438,610	+24.3	–	–	–

TABLE C

1985–1986 U.S. BOOK EXPORTS
Shipments Valued over $500

	$ 1985	$ 1986	% CHG.
Canada	$240,348,325	206,273,780	-14.2
United Kingdom	67,648,757	79,067,346	+16.9
Australia	57,732,102	56,945,259	-1.4
Japan	34,803,278	34,827,058	+0.6
Netherlands	21,793,469	22,177,779	+1.8
China (PRC)	5,578,657	17,505,469	+213.8
Mexico	12,347,720	15,799,004	+28.0
W. Germany	13,696,873	14,467,329	+5.6
Venezuela	4,647,802	10,665,545	+129.5
Singapore	10,689,036	10,477,379	-2.0
India	9,916,504	10,106,052	+1.9
France	7,993,249	9,913,069	+24.0
Brazil	3,580,660	9,702,609	+171.0
Philippine Rep.	4,540,179	9,624,891	+112.0
Ireland	8,597,071	7,345,706	-14.6
South Africa Rep.	7,266,164	6,860,293	-5.6
Hong Kong	5,077,053	5,550,831	+9.3
Switzerland	4,571,590	4,899,615	+7.2
New Zealand	4,430,987	4,523,415	+2.1
Italy	4,620,411	4,122,343	-10.8
*TOTAL	$591,166,181	$604,033,069	+2.2

*Includes figures for the countries not specifically listed here

TABLE D

1985–1986 U.S. BOOK IMPORTS
Shipments Valued over $250

	$ 1985	$ 1986	% CHG.
United Kingdom	$130,930,198	$175,113,256	+33.7
Japan	94,340,686	125,925,445	+33.5
Canada	87,398,155	104,293,065	+19.3
Hong Kong	36,445,299	54,284,854	+48.9
Italy	50,383,024	47,908,722	-4.9
W. Germany	25,547,406	35,037,710	+37.1
Belgium	12,009,476	18,160,365	+51.2
Netherlands	10,581,900	12,760,656	+20.6
Singapore	12,208,701	15,953,384	+29.6
France	9,335,737	12,362,195	+32.4
Switzerland	6,687,723	10,344,613	+54.7
Mexico	7,030,761	8,942,945	+27.2
China,Taiwan	7,377,550	6,289,152	-14.8
Rep. Korea	4,846,738	7,880,650	+62.6
Israel	4,598,969	4,433,522	-3.6
Colombia	3,956,340	4,164,470	+5.3
*TOTAL	$564,159,820	$701,438,619	+24.3

*Includes figures for the countries not specifically listed here

TABLE E

1982–1984 TITLE OUTPUT

	1982	1983	1984
Africa			
Nigeria	1,686	1,495	1,836
North America			
Canada		No reports given	
Cuba	1,640	1,817	2,069
Mexico	2,818	–	4,505
* United States	46,930	53,380	51,058
South America			
Argentina	4,962	4,216	–
Brazil	19,179	–	–
Chile	–	1,326	1,653
Colombia	–	7,671	15,041
Uruguay	899	1,217	1,206
Asia			
China, People's Rep.	–	31,602	34,920
Hong Kong	3,560	5,681	–
India	10,649	–	9,954
Indonesia	5,488	5,731	5,254
Iran	2,994	4,835	–
Israel	1,892	–	–
Japan	42,977	44,253	–
Korea, Rep.	30,436	35,512	35,446
Malaysia	2,801	3,534	3,975
Singapore	1,530	1,327	–
Sri Lanka	1,951	–	–
Thailand	5,645	6,819	6,633
Turkey	6,440	6,819	–
Europe			
Albania	1,149	997	1,130
Austria	6,736	–	9,059
Belgium	8,041	8,065	–
Bulgaria	5,070	4,924	5,367
Czechoslovakia	10,519	9,574	9,911
Denmark	10,189	9,460	10,660
Finland	7,436	8,594	8,563
France	42,106	37,576	37,189
E. Germany	5,938	6,175	6,175
W. Germany	58,592	58,489	48,836
Hungary	8,836	8,469	10,421
Italy	12,926	13,718	14,312
Netherlands	13,324	–	13,209
Norway	5,175	5,540	–
Poland	9,814	8,789	9,195
Portugal	9,139	8,647	9,041
Romania	6,702	5,771	5,632
Spain	32,138	32,457	30,764
Sweden	8,509	8,036	10,373
Switzerland	11,405	11,355	11,806
United Kingdom	48,029	50,981	51,411
Yugoslavia	10,535	10,931	10,918
Oceania			
Australia	8,373	3,294	–
New Zealand	–	2,944	3,452
U.S.S.R.			
U.S.S.R. totals	80,674	82,589	82,790
Byelorussia	2,923	3,264	3,264
Ukraine	8,239	8,882	8,403

SOURCE: UNESCO Statistical Yearbook, 1986, Table 7.7, except U.S. figures, supplied by R.R. Bowker Co. data services.

* Not included in U.S. figures are publications of state and local governments, some institutions, company reports, proceedings, lab manuals, yearbooks, U.S. Government Printing Office publications and university theses. However, the books of university presses, religious denominations and other nonprofit publishers are included.

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